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January 9, 2015

Dear School Nurse,

The Pennsylvania Immunization Coalition (PAIC), in partnership with 12 local immunization coalitions across Pennsylvania, is launching a new immunization promotional campaign on Wednesday, January 21, 2015 to increase immunizations among teens. **We need your help !** Nearly every high school across Pennsylvania is receiving this same package with the exception of a few regions whose coalitions did not participate. **We are asking each school nurse to complete the following tasks in order to maximize the effectiveness of the campaign.**

**Contents of Package:**

Approx. **10 posters** (5 male, 5 female)

Approx. **100 postcards**

Approx. **24 giveaway bracelets**

DVD containing:

**30 second video**

**1 minute, 30 second video**

**1 minute audio clip**

**Here’s what we need you to do:**

1. Ask the school principle/secretary to include the **1 minute, 30 second video AND/OR 1 minute audio clip** in January 21’s morning announcements. Depending on each school’s morning announcement procedures, you may need to provide the video and/or audio clip to each homeroom teacher. We just want as many teens as possible to see and hear this important message on January 21!
2. **Posters:** Please hang posters in high visibility/traffic areas around the school. Ideally, this will be done after school on January 20th or before school on January 21st.
3. **Postcards/Bracelets:** On January 21st, we would appreciate your willingness to pass out the postcards and bracelets to as many teens as possible. We recommend setting up a table in the cafeteria or simply approaching students in high traffic areas or where they tend to congregate.

**Here’s What We’re Doing On January 21st:**

1. Launching webpage containing valuable and helpful information ([www.UDontGetIt.org](http://www.UDontGetIt.org))
2. Social media activity around the campaign theme and messaging (#UDontGetIt)
3. Calling your local newspaper and television reporters persuading them to cover this important campaign to encourage teens to get 3 vaccines
4. Requesting radio and TV stations to air the video/audio clip PSAs

**Campaign Overview**

**THE PURPOSE OF THIS ADOLECENT IMMUNIZATION PROMOTION:**

The purpose of this promotion is to increase the overall number of adolescents obtaining immunizations throughout Pennsylvania, with a special focus on adolescents who are in high risk, racial, ethnic and geographical health disparity populations, as well as those who do not have health care coverage that includes immunizations.

**TARGET POPULATION FOR OUR PROMOTION:**

* Adolescent/Minority/Disparity persons age 11-18 years of age.
* Adolescent individuals, who are at risk populations due to low income or chronic illness.
* High Schools and Middle Schools within counties with participating local immunization coalitions

**CAMPAIGN THEME**

The campaign theme will be **“#UDontGetIt” –** a message that resonates with both parents and adolescents, including those most at risk for not being immunized. This “play on words” theme is designed to call attention to our important educational message. It will be used throughout the campaign, tying all the elements together to create a greater impact.

**OUTREACH METHODS**

Promotional plans include:

1. Educating teens and their parents, along with those who influence teens regarding the importance of getting immunized.
2. Communicating with teens in a way that resonates with them and moves them to take action.
3. Providing materials and resources that can be used indefinitely to promote adolescent immunizations.
4. Using vehicles that reach adolescents - including social online messaging that is mobile-friendly.

**EXPECTED OUTCOMES & MEASUREMENTS**

PAIC and all participating local coalitions believe that its strategic approach to sharing information about the importance of adolescent immunizations will achieve both tangible and quantifiable outcomes, as well as qualitative outcomes that are often difficult to measure. These measurements will assist the PAIC and all partnering coalitions to better achieve its mission of building awareness of and increasing adolescent immunizations within our geographical region and across the Commonwealth.

**SUMMARY OF EXPECTED QUALITATIVE OUTCOMES**

* Healthier adolescents in Pennsylvania
* Parents engaged in scheduled immunizations and advocating for adolescent immunizations
* Greater statewide awareness regarding the importance of adolescent immunizations
* Adolescents becoming more involved in decisions regarding their health and requesting and seeking out immunizations.

Thank you for your assistance in this campaign. You may contact Joanne Sullivan, RN, BSN, Executive Director, Pennsylvania Immunization Coalition, at [Joanne.sullivan@immunizepa.org](mailto:Joanne.sullivan@immunizepa.org) if you have questions or would like to connect with your local immunization coalition.

**Your Assistance Will Impact The Success of This Campaign!**

**T H A N K Y O U !**